

DOING BUSINESS IN EASTERN EUROPE

MBA 663-89E

March 6 - 13, 2005

ROMANIA AND HUNGARY ACTIVITIES AND COSTS



BUCHAREST, ROMANIA



Population: 22.36 million
Area: 237,000 sq km (slightly smaller than Oregon)
Capital: Bucuresti (2.1 million)
GDP/Capita: \$2,640
Religion: Orthodox (87%)

NATO member
To join EU in 2007

Known for its wide, tree-lined boulevards, glorious Belle Epoque buildings and a reputation for the high life, Bucharest, Romania's capital, was once known as the "Little Paris". Today, Bucharest, the largest city of Romania, is experiencing renewed vigor. The city reflects an interesting heritage of mixed cultures influenced by the old Romanian aristocracy educated in France, the German King Carol I, and the communist society.



ACTIVITIES

Academy of Economic Studies — Participate in a class with students from the Masters Program in Managing International Projects (Topic: TBD).

Siveco — Company visit to one of Romania's leading producers of ERP systems; over 350 software programmers, average annual revenue growth in the last 4 years of 25%.

Brau Union — Visit a German brewery, just recently acquired by Heineken. The company, including its Romanian branch, is in the process of shifting to a new corporate culture, management style and product development.



Visit to Peles Castle, which is considered by many one of the most beautiful castles in all Europe. Built by King Carol I in 1883, it is an example of new-Renaissance architecture.

Visit to Bran Castle often referred to as Dracula's Castle. The castle was built in 1377 to protect nearby city of Brasov from invaders.



BUDAPEST, HUNGARY

Population: 10 million
Area: 93,030 sq km
(slightly smaller than Indiana)
Capital City: Budapesta
(1.8 million)
GDP/Capita: \$7,280
Religion: Roman Catholic
(67%)



NATO & EU member

Experience Budapest on the Danube; settled by the Celts, occupied by Romans, Tatars, and Turks, home to Bartok and Gustav Mahler. It is known for its surrounding horse country, Herend porcelain, gypsy folk dance and song. Budapest is once again resuming its role as the Central European capital.



ACTIVITIES

Budapest University of Technology and Economics — Program to be arranged by Dr. Marta Szoradi-Szabo, Associate Professor of Finance and Accounting.

Equestrian Tour — Experience the Budapest countryside where you can enjoy riding instruction or horseback excursions.



REGISTRATION AND COSTS

Registration

Please come to the Graduate Programs office in Bryan 220.

The cost

Up to \$1,950 per person

What's included

- Airfare (to and from Europe and between cities)
- Tuition and fees
- Accommodations
- All ground transportation
- Admissions charges
- Company tours

Deposits

DEPOSIT 1: \$150 — due by December 1, 2004

Please bring to the Graduate Programs Office in Bryan 220.

DEPOSIT 2: \$250 — due by January 15, 2004

Please bring to the Graduate Programs Office in Bryan 220.

FINAL PAYMENT: Due by February 15, 2004

Please bring to the Graduate Programs Office in Bryan 220.



Pre-Departure Seminar

Romanian and Hungarian Business Practices, Cultures, and Languages

When: February 19, 2005
Where: Bryan 216
Time: 9:30 a.m. — 11:30 a.m.

Notes

Reading materials will be provided.

A follow-up meeting and discussion will be held after returning.

Air travel arrangements will be coordinated by the MBA office to ensure group discounts.

This course is open to UNCG student, faculty, staff and members of the community!

Useful websites

Romania

www.aboutromania.com

www.brauunion.ro

www.rotravel.com

www.siveco.ro

www.visitromania.com

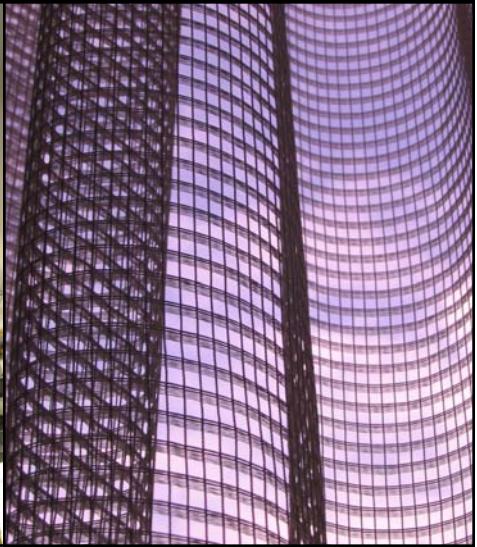
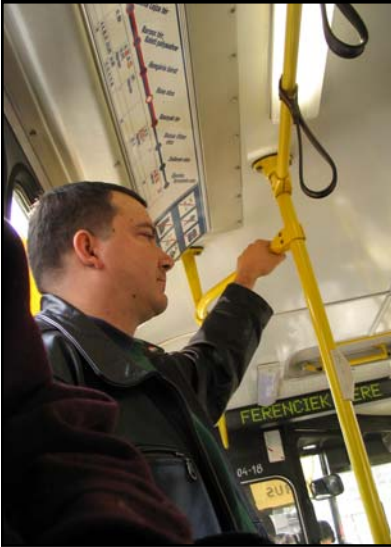
Hungary

www.bme.hu/en

www.budapestinfo.hu/en

www.gotohungary.com

www.nationmaster.com/country/hu/Economy



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